ABSTRACT OF THE DISCLOSURE

[0034] An apparatus for setting the lateral register of a printing unit of a rotary press that prints on a paper web includes a first bearing block configured as a locating bearing arranged on the drive side of a forme cylinder; and a second bearing block configured as a floating bearing on the operating side of the forme cylinder. A pressure medium operated operating cylinder displaces the first bearing block axially and presses it against an adjustable stop without play for the purpose of setting the lateral register. A controller controls the axial location of the adjustable stop in at least one of a closed-loop fashion and an open-loop fashion based on register deviations determined by a scanning optics unit.